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PERFECT
WARMTH
with
ECONOMY

*For Smaller Homes
and other Buildings*

IDEAL ARCOLA HEATER
with AMERICAN RADIATORS



AUG 25 '25

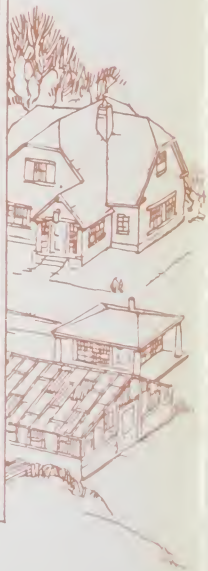
An Ideal of Service



IN the pages of this book is told the story of one of the most serviceable inventions ever made in heating equipment—the Ideal Arcola Heater.

For many years the advantages of radiator warmth were restricted almost entirely to owners of larger, cellar-constructed homes and other buildings. Owners of smaller dwellings, particularly of the cellarless type, were confined to the use of old-fashioned heating methods.

It was in the endeavor to bring the great advantages of radiator warmth within reach of all that the Ideal Arcola Heating System was conceived. Only a few years ago it was perfected. Today over one hundred thousand owners enthusiastically recommend it as an investment which will pay good dividends in the form of health, comfort, and yearly fuel savings.



PERFECT WARMTH

With

ECONOMY



THE IDEAL ARCOLA HEATER
*For Small Homes, Stores, Offices, Shops,
Schools, Garages and Other Buildings
With or Without Cellar*



PERFECT WARMTH WITH ECONOMY

For Smaller Homes and Other Buildings With or Without Cellar



IF there is any one thing which before all others deserves the most earnest consideration of every house-owner, it is the matter of heating. Health and happiness, comfort and convenience, and the economical conduct of household affairs vitally depend upon the heating system.

A good heating system means money well invested. It will yield dividends not only in the form of money saved on fuel bills, but in the form of better health, lower doctor's bills, genuine comfort and a saving of time and steps. It is the very foundation of a pleasant, attractive home or place of business. A poor heating plant is a source of endless regret.

If you are planning to build a comfortable little home, or if the home in which you now live is heated by an old-fashioned method; if you live in a bungalow, a flat, a two-family house, over a store, or under any conditions which make it desirable that you supply your own heat, independently; if you own a small store, garage, workshop, greenhouse, any smaller type of building of one or two stories, with or without cellar; and if you would bring perfect warmth to that home or other building, and enjoy forever after, the profits of a sound investment, then you must not overlook this remarkable little heating plant—the Ideal Arcola Heater with American Radiators. It will serve your every need, efficiently and faithfully, throughout your lifetime.





THE IDEAL ARCOLA HEATER HAS BEEN DEVELOPED AT OUR INSTITUTE OF THERMAL RESEARCH, THE LARGEST HEATING LABORATORY IN THE WORLD. TO SMALLER HOMES AND OTHER BUILDINGS IT OFFERS THE HEATING ADVANTAGES ENJOYED IN THE FIRST MANSION OF THE LAND

STEADY WARMTH ALL THROUGH THE HOME WITH ONE-THIRD ANNUAL FUEL SAVING

THE Arcola home is a home of genuine comfort. Outside, the ground may be a sheet of ice; driving sleet may beat against the house; the wind may howl in a bitter gale; within there is warmth and comfort in every room. In this respect the house warmed by the Arcola Outfit is equal to the finest mansion of the land.

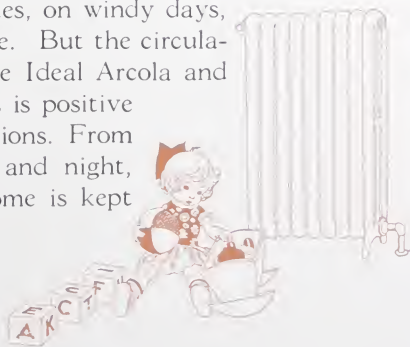
A Unique Achievement

The Ideal Arcola Heater is a boiler and a radiator combined—a unique achievement in heating apparatus. It may be placed in the basement, the kitchen, any room having a chimney connection, or right on the floor of the store, the shop, garage, etc. It may be connected with one, two, or more radiators, placed wherever desired, according to your immediate heating needs. The one fire maintained in the Arcola Heater is sufficient to keep a steady flow of hot water through the entire outfit. High winds cannot arrest this steady flow of warmth. That is the first great advantage of radiator heating service.

Positive Circulation Gives Warmth Where You Want It— When You Need It—

With old-fashioned heating methods either one room only is warmed, or the hot air circulates, on windy days, through only one side of the house. But the circulation of the hot water through the Ideal Arcola and its connected American Radiators is positive and independent of weather conditions. From early morning through the day and night, every nook and corner of the home is kept

seven





ARCOILA WATER HEATER. This heater is made of heavy metal and is completely fireproof. It is the only heater of its kind in the world.

in cozy warmth. The Arcoila home has no cold spots, no partly heated or overheated rooms. With this outfit you are assured of having an abundant supply of clean and healthful warmth whenever you need it and where you want it.

How it Operates The operation is very simple and will be clearly understood from the illustrations. One fire is maintained within the Arcoila. This fire is completely surrounded by water-backed, heat-absorbing surface. When the water becomes heated it becomes lighter in weight per unit volume, rises, and flows through the radiators. The radiators in turn warm the surrounding air and circulate it through the house, while the water, being somewhat cooled, flows back to the Arcoila. The process is continuous. The entire body of water in the Arcoila and the radiators is kept in constant circulation and every corner of the house is kept in cozy warmth.

Just the Temperature You Desire Naturally, the hotter the water becomes the more rapidly it will circulate. But the heat of the fire in the Arcoila can be kept at any point desired. Therefore, the temperature of the water and its speed of circulation are controlled.

Through the days and nights of spring and fall, when the cold is not severe, only a low fire need be maintained. The water will circulate at whatever temperature you wish, bringing just the right amount of warmth to every room to remove the chill on the air. When the cold nights and mornings of mid-winter come, speed up the fire.



the water will travel faster, at a higher temperature, and the home will be abundantly supplied with mild, June warmth.

Distributed

Warmth—No

“Spotty” Heating

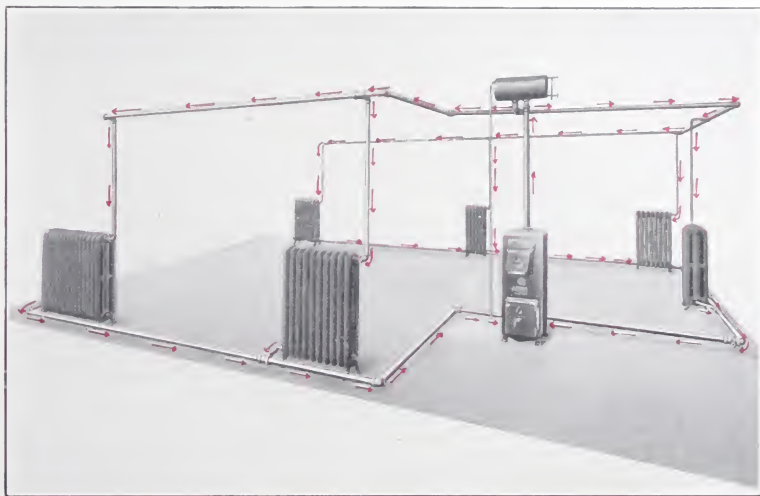
It will be observed that although the Arcola Heater operates on one fire, its heat is not spent in warming one room only—as is the case with certain types of old-fashioned heating methods. The Arcola burns no more coal than these, but it *distributes the warmth produced evenly, uniformly, at comfortable temperatures* throughout the home. Not only, therefore, is Arcola warmth more comfortable and healthful, it is far more economical.

A Scientifically

Designed Heating

Outfit

The Arcola Heater is a product of modern science. Each element in its design—grate area, direct and indirect heating surface, flue area, gas travel, draft openings, etc., has been carefully proportioned and balanced to effect the maximum utilization of the heating value of the fuel supplied to it. You take no risk when you invest in this heating plant.



THE ARROWS SHOW THE DIRECTION OF WATER FLOW THROUGH AN IDEAL ARCOLA HEATING SYSTEM. THE CIRCULATION IS POSITIVE AND ALTOGETHER INDEPENDENT OF WEATHER CONDITIONS. HIGH WINDS OR BITING COLD CANNOT ARREST THE STEADY FLOW OF HOT WATER THROUGH THE RADIATORS.

HOT WATER RADIATOR WARMTH—THE BEST THAT SCIENCE KNOWS

IF YOU were to place a plant in a room where the air is sufficiently warm, but dry, the plant would soon wither and die. Or if you were to place it in a moist, but cold atmosphere, the result would be the same.

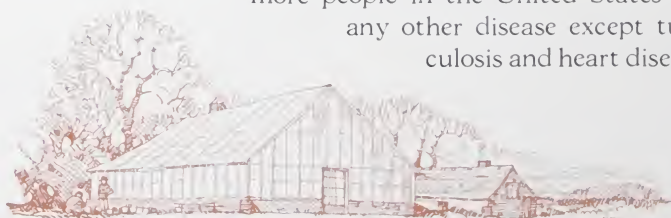
Out in the vast western sections of our country where there is plenty of heat but little rain, there are miles upon miles of arid prairie land. Farther north an abundance of moisture is to be found, but little heat; and here also it is difficult for life to survive. Warmth and moisture must unite in controlled measure to support vigorous, healthful life in any form.

*A Lesson
From Nature*

Simple and well known as these facts are, they are overlooked in their application to our own living. Headaches, colds, lack of vitality and many more serious illnesses are attributed to many causes, while the underlying cause—the air we breathe—goes unnoticed.

The Assistant Surgeon General of the United States Public Health Service says: "Colds are frequently the result of close, overheated surroundings having a lower relative humidity than the driest desert known to mankind. The word 'colds' means an acute infection of the lining of the membranes of the nose, tonsils, throat and larger bronchial tubes. The process may be even more extensive and extend to a general infection of the body.

"Often pneumonia results, and pneumonia kills more people in the United States than any other disease except tuberculosis and heart disease."





THE IDEAL ARCOLA HEATER ACTS AS A RADIATOR FOR THE ROOM IN WHICH IT IS PLACED. ITS WARMTH IS CLEAN, COMFORTABLE AND HEALTHFUL—IDEAL WARMTH BOTH FOR PLANT AND FOR HUMAN LIFE.

Hot water radiator warmth is healthful *because it preserves the humidity*—the normal moisture content of the air. Instead of intensely heating, and therefore drying out the air at one central place, each radiator communicates mild, controlled warmth to the air about it. It circulates the warmed air through the room, continuously. Thus, by warming large, successive volumes of air at controlled temperatures, the moisture content, instead of being destroyed, is kept fresh and vital.

These facts explain why the true value of the Ideal Arcola Heater with American Radiators cannot be over-estimated. True, the outfit will save, in a comparatively short time, its entire initial cost by its economy in coal consumption. But more than that, it will keep down doctor bills and establish a firm, dependable foundation for the health and happiness of each member of the family.



"NOTHING CAN GIVE THE EVEN HEAT AND COMFORT FOR SO LITTLE TROUBLE AND EXPENSE AS ARCOLA." IN THESE FEW WORDS ONE OWNER HAS EXPRESSED WHAT THOUSANDS OF OWNERS ARE PLEASED TO TESTIFY. THE IDEAL ARCOLA HEATING SYSTEM WILL TRANSFORM YOUR HOUSE INTO THE IDEAL PLACE OF HEALTH AND COMFORT THAT YOU WOULD LIKE IT TO BE

QUICKLY INSTALLED AT SMALL EXPENSE

UNLIKE ordinary boilers, the sturdy little Ideal Arcola Heater is completely assembled at our factory and shipped in a single unit, just as if it were a radiator. To install it requires a minimum of time and involves no great inconvenience or expense.

If your home or other building is now equipped with an old-fashioned device, it may be kept in operation until your new radiators are all set up. The Arcola Heater can then be quickly installed in place of the old unit. Just as soon as this change is made, you can light the one fire in the Arcola and soon your whole home will be filled with clean and healthful warmth. And you will know that from now on, true comfort and the utmost in economy are ever to be yours.

Enlarged At Any Time to Meet Your Heating Requirements

Perhaps just now your heating requirements are limited. Even so, there is an Ideal Arcola of just the right size and price for you. Later on, should you wish to enlarge your home or other building, or extend the heating plant, more sections can easily and inexpensively be added to the Arcola and additional radiators can be installed.

The size of the Ideal Arcola Heating Outfit has nothing to do with its quality of warmth. It is made in a wide variety of sizes to serve the needs of all types of homes and other buildings, from the smallest bungalow or cottage to a nine- or ten-room dwelling, one, one-and-a-half or two stories.



A SOURCE OF CONSTANT HOT WATER SUPPLY



CONNECTED WITH A HOT WATER STORAGE TANK THE IDEAL ARCOLA HEATER SERVES THE DOUBLE DUTY OF HEATING THE HOME AND SUPPLYING IT WITH HOT WATER

WITH the Ideal Arcola Heater installed, it is easy to have plenty of hot water, day and night, at just the right temperature, for the bath, toilet, kitchen, laundry and the countless other places where an independent supply of hot water is desirable. As the illustration shows, the Arcola may be connected with a regular water storage tank—and thus serve a double purpose.

How much this means to the housewife in making housekeeping a lighter and pleasanter task, only she can fully realize. But even outside the home, as in offices, workrooms, clubrooms, comfort stations, dentists' offices, barber shops, etc., etc., a reliable supply of hot water is almost an indispensable factor.

Many owners use the Arcola Heater in connection with a larger storage tank to supply the hot water requirements of larger homes, flats, apartment houses and stores, in the spring and summer time, when it is not desired to run the regular cellar boiler. For such use the Arcola Heater is ideally adapted and will save considerable money for the owner. Innumerable boarding houses and laundries throughout the country have found the Arcola Heater, used in this way, the most satisfactory answer to their every requirement.

The Arcola Hot Water Supply Outfit is available with pipe and fittings all cut and ready for assemblage. It can be conveniently installed at a very low cost.



An Ideal Heating Outfit for Small Garages

Connected with
American Peerless
Wall Radiators,
the Ideal Arcola
Heater furnishes

an exceptionally desirable and efficient heating outfit for smaller garages. It keeps the automobile engine warm, protecting it from the break-downs and depreciation resulting from cold starts. It will do much toward insuring the use of the car *when-
ever it is wanted* through the winter months. It is very easily cared for, occupies but a small amount of space along the wall, requires no extra piping and no running water. It is a complete, self-contained unit in itself. The initial price of the Ideal Arcola Garage Heating Outfit is very low, while its cost of maintenance is an almost negligible item.





SPECIAL

Design and of The IDEAL A

A—Note the generous and well proportioned combustion chamber and extensive direct, fire-contact heat-absorbing surface. The heat of the fire is quickly absorbed by the water and carried throughout the system. Even in the coldest weather the Arcola requires attention but twice a day.

B—Contact faces on all doors and plate work, as well as on sections, are carefully machine-ground to smoothness, forming a gas-tight construction. Permanent cleanliness and operating economy are insured.

C—Shaker Disc, need only be turned up for the shaker handle to be inserted. The large front door remains closed. No dust may escape. Each feature is designed for cleanliness, economy and ease of attention.



FEATURES

Construction

ARCOLA HEATER



D—Water-surrounded Ash Pit.

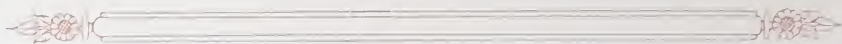
Note particularly how the water in the Arcola Heater extends to the base, completely surrounding the ash pit and combustion chamber. This construction establishes the basis for perfectly controlled combustion and insures safe operation in the home. No metal floor covering is required beneath the Arcola.

E—Threaded Nipple Construction.

Sections are joined to one another by right-and-left-hand threaded nipples—the tightest, safest, trimmest construction that can be made.

F—Triangular Grate of revolving

type—is durable and easily handled. The teeth are scientifically spaced to insure adequate combustion without allowing undue heat losses in the ash.



THE SECRET OF A
PERFECT RADIATOR

Threaded Nipple Construction

AN EXCLUSIVE FEATURE
IN ALL AMERICAN
RADIATORS

THE AMERICAN RADIATOR

World Standard of Merit

RADIATORS are like articles of furniture. Well bought they too, mean money well invested.

The casual eye may not notice, at once, the difference between radiators. But there is a difference, and it is one that makes itself increasingly apparent under the great test of time.

All American Radiators are made according to the construction shown above. The sections are joined and held together on the *inside*; they are not, as is the case with ordinary radiators, held together on the outside by iron rods and nuts.



*Superior Service
and
Better Appearance*

Naturally, this threaded nipple construction entails more manufacturing operations, but it is a guarantee of perfect service. It unites the advantages of the two basic types of mechanical connections, the faced and the threaded joint.

The special, threaded nipple construction is the tightest, safest and trimmest that can be made. It withstands any pressure to which any radiator is ever subjected. It holds the sections of each radiator in permanently true alignment. It eliminates the need of the ordinarily-used and unsightly iron rods and nuts. And it allows new sections to be added to any American Radiator, at any time, with the least trouble.

It has been on the basis of this exclusive, threaded nipple construction that American Radiators have climbed to world supremacy—their acknowledged position. It pays to insist upon American Radiators. They cost no more than others.

AN ADDED CONVENIENCE

The Ideal Arcola Automatic Heat Regulator



THE IDEAL ARCOLA
AUTOMATIC HEAT
REGULATOR

AS A result of intensive experimentation conducted in the endeavor to secure a simple, compact automatic heat control device for the Ideal Arcola, there has been perfected the special regulator illustrated at the side. It can be attached to the Arcola in a few minutes.

Advantages of Automatic Regulation

With the Ideal Arcola Automatic Heat Regulator attached, you have only to turn the control handle on the graduated dial to obtain more or less heat. The Ideal Arcola Heater will respond quickly to your needs; and with the aid of this special device, will automatically maintain the heat output at any rate you desire.

The Automatic Heat Regulator acts like an ever-present guardian over the coal bill. With no interference on your part after you have set it, it never allows more coal to be burned than is absolutely necessary to maintain whatever temperature you wish. Your time and steps are saved.

Your dealer will be pleased to provide you with this Regulator. As an accessory unit, it entails a slightly additional cost; but it will serve efficiently during the life of the Arcola itself.



REAR VIEW OF THE IDEAL
ARCOLA HEATER WITH REG-
ULATOR ATTACHED

A PERMANENT INVESTMENT FOR NEW OR OLD HOMES AND OTHER BUILDINGS

WHEN you purchase an Ideal Arcola Outfit, you are buying health and genuine comfort. But you are also investing in a gilt-edged security that will bring you good return, year after year. By its one-third yearly coal saving, the outfit will have paid for its cost in a relatively short time; while its saving thereafter will represent a substantial annual interest on your investment.

As Durable as the Building This interest will be earned throughout the lifetime of the home, for the Ideal Arcola is built for strength and durability, and will not corrode or wear out.

Look to the Future The time may come when you may wish to sell or rent your home. This fact is certain: that as the Arcola Heater with American Radiators increases the value of a place in which to live or work, so it justly increases its value as a place to sell or rent. The experience of one of the best known realtors in America has prompted this statement. Says he, "One of the first things the buyer of a house asks about is the heating. An Arcola hot-water heating outfit can easily add from three to five times its cost to the selling value of the house." (Joseph P. Day, New York.)

There is no risk involved in making this investment. Thousands of owners have proved it. In the form of better health, true comfort, permanent economy and higher property value, the Ideal Arcola will pay you good dividends. It is one investment you will always be glad to have made.





LOW IN PRICE

*Pay for it at Your Convenience
Without Drawing on Your Principal
in the Bank*

THE tremendous popularity earned by the Ideal Arcola, has developed the necessity for its production on a vast quantity basis. This, in turn, has permitted numerous manufacturing economies which have allowed still lower selling prices.

Today the price of an Arcola Heater is lower than it has ever been. It is a price to which no parallel exists in the history of radiator heating.

An Organization That Operates At Cost Yet one further step has been taken to bring the Arcola within the reach of every one. Our Company, in co-operation with the heating trade of the country, has organized a subsidiary company to sell Ideal Arcola Radiator Warmth on a very convenient payment basis. You can replace your old-fashioned heater with a complete Arcola outfit, completely installed, for a small initial deposit, paying the balance out of your monthly income. There is no need of drawing on your principal in the bank.

The organization formed to finance this simple plan has but one purpose: to increase sales. It has not been formed, nor does it operate in any way to make any extra profit by credit extension.

Radiator warmth, considered from the viewpoint of health, comfort and household economy, is a necessity. And it is now within the reach of everyone. Why not take advantage of the opportunity?

Your own local heating dealer will be pleased to arrange with you the few details connected with our special, convenient payment plan.



THE IDEAL ARCOLA PARLOR HEATER

HERE IS A MODEL OF BEAUTY AND HEATING EFFICIENCY—THE IDEAL ARCOLA PARLOR HEATER—A CHEERY, DECORATIVE ORNAMENT IN ANY ROOM. IT IS COMPLETELY EQUIPPED WITH AUTOMATIC REGULATION AND EMBODIES EVERY POSSIBLE REFINEMENT



THE IDEAL ARCOLA PARLOR HEATER

NO single heating plant ever made has attained in so short a time the degree of enthusiastic approval which has been given to the Ideal Arcola Heater—the sturdy little pioneer that first brought to many thousands of people the health, the comfort, the convenience and the great economy of radiator warmth.

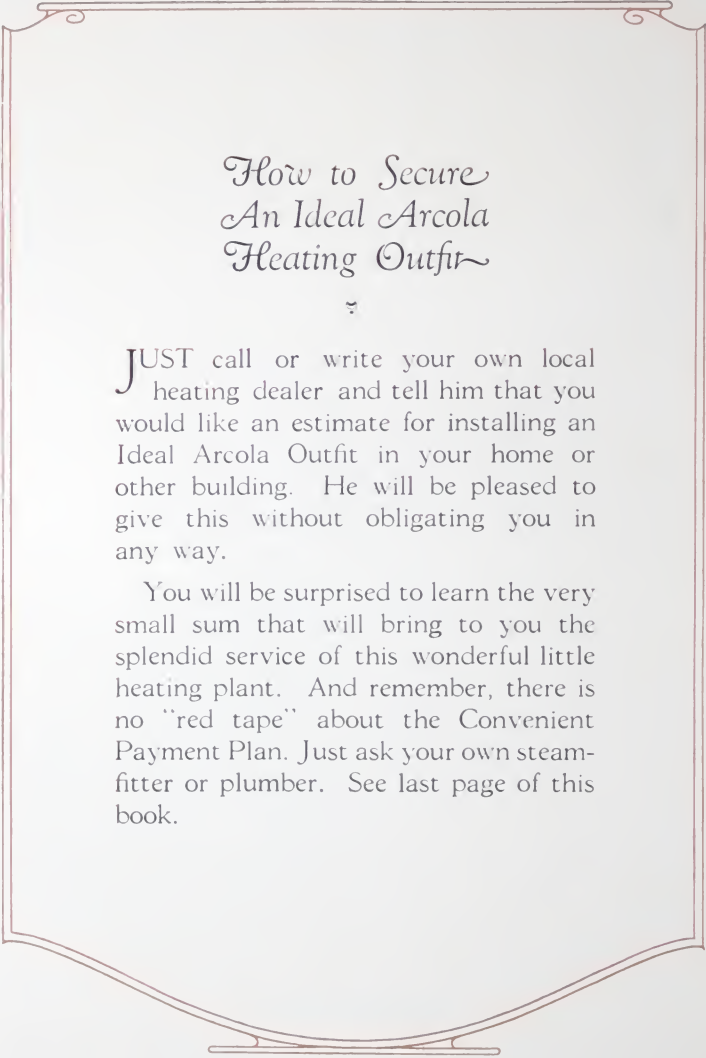
We need not recount the steps that led to the perfection of the model illustrated on the opposite page. It is a union of efficiency and beauty embodying every refinement known to the heating science.

An Ornament in Any Living Room

Its exterior is sheet steel, finished with a beautiful vitreous gray enamel applied at high temperature, under the most careful supervision. It glows with a rich, bright, glass-like luster. The doors are enameled black, while through the window-glow-panels in front the bright fire-lights shine clearly and cheerily. This Arcola model has been designed especially for installation in the parlor or living room—hence its name—Ideal Arcola Parlor Heater.

The Ideal Arcola Parlor Heater harmonizes with any interior. Connected to American Radiators placed throughout the rooms, it sends a steady supply of hot water to every nook and corner of the home. So installed it will warm the entire home not only comfortably and healthfully, but with an annual saving of one-third the coal bill.

Perhaps this model Arcola Heater will just perfectly suit your wishes. It is available at your own local dealer's shop, or you may see it at any of our branch offices. Let us urge that you call at either place without delay and enjoy at once the full benefits that an Ideal Arcola Heating System holds in store for you.



How to Secure An Ideal Arcola Heating Outfit

7

JUST call or write your own local heating dealer and tell him that you would like an estimate for installing an Ideal Arcola Outfit in your home or other building. He will be pleased to give this without obligating you in any way.

You will be surprised to learn the very small sum that will bring to you the splendid service of this wonderful little heating plant. And remember, there is no "red tape" about the Convenient Payment Plan. Just ask your own steam-fitter or plumber. See last page of this book.



TYPICAL ARCOLA HOMES
ONE-AND-A-HALF-STORY
SEVEN ROOMS AND BATH



TWO-STORY
EIGHT ROOMS AND BATH

A Few Excerpts from Representative Testimonials

"Arcola is the handiest, most efficient, cheapest, most cleanly and nearest to natural heat, I know of."

—D. FRANK HENCH, *Progress, Pa.*

"The Ideal Arcola in my home is a comfort and a pleasure—no cold rooms nor cold corners."

—WALTER H. THAYER, *Bellington, Mass.*

"We anticipated comfort from the Arcola—but we can't tell you how much more comfort we are receiving than we expected."

—JOHN GREEN, *Detroit, Mich.*

"Arcola is satisfactory in every respect. No more fire-places or hot-air furnaces for me."

—B. F. PETIRE, *Pensacola, Fla.*

"Arcola is sure a wonderful invention. I would not be without it for anything under the sun."

—RAY MITCHELL, *Detroit, Mich.*

"The money I invested in Arcola has added more comfort to my home than any other appliance in the house."

—WM. S. PFAFF, *New Orleans, La.*

"Our Arcola not only heats the house, but acts as an incinerator, radiator to the kitchen, and hot water heater."

—C. E. ETHERTON, *San Francisco, Cal.*

"I have an Ideal Arcola installed and am more than pleased with it. Its equal cannot be found."

—FRANKLYN T BURCH, *Newport, L. I.*



TYPICAL GROUP OF SMALL HOUSES, EACH ONE HEATED PERFECTLY BY AN
ARCOLA HEATER-AMERICAN RADIATOR OUTFIT



TYPICAL ARCOLA HOMES
CALIFORNIA TYPE BUNGALOW ONE-STORY, FIVE ROOMS AND BATH

"My candid judgment is that Arcola is a pronounced success."

—M C ROBERTS, Terrell, Texas

"We have saved fully 50% of fuel over the old-style heating stove, not mentioning the cleanliness, labor saved, and even temperature throughout the house."

"Arcola system of heating has gone beyond our expectations. We will be more than glad to recommend it."

—CHRISTIAN KOMMER, Cincinnati, Ohio

"Rooms that were never warm before are filled with growing plants. Arcola has done it all."

—FRANK LEHR, Noblesville, Ind.

"The wonderful feature of Arcola is the small amount of fuel it takes."

—B. H. HERTENSTEIN, New Baden, Ill.

"We have had enough zero weather to convince me that Arcola is just what you claim it to be—'ideal.'"

—REV. MAX WERTHEIMER, Ph. D., Ada, Ohio

"The gentle but abundant warmth of an Arcola heated store invites customers."

—W. J. QUEEN, Chicago, Ill.

"The results of Arcola as to efficiency and economy are superior to those of any other heating system I have used."

—W. T. FITZPATRICK, Nashville, Tenn.

"I don't think there is any heating plant to be compared with Arcola, and take great pride in showing it off."

—SAMUEL DIXON, Ocean City, N. J.



THE IDEAL ARCOLA HEATING OUTFIT, COMPACT, SELF-CONTAINED, WITH ITS CLEAN AND HEALTHFUL WARMTH IS IDEAL FOR LOCAL RAILROAD AND INTER-URBAN STREET CAR STATIONS



TYPICAL ARCOLA HOMES

ONE-AND-A-HALF-STORY, SIX ROOMS AND BATH

TWO-STORY, EIGHT ROOMS AND BATH

"Nothing can give the 'even' heat and comfort for so little trouble and expense as Arcola."

—JAMES H. WESTERVELT,
Grand Rapids, Mich.

"I have nothing but the highest praise for the Arcola System, and heartily recommend it."

—R. L. MILLER *Ft. Worth, Texas*

"Arcola is giving perfect and entire satisfaction. Don't hesitate to call on me as a reference."

—DR H. S. BIBBERO, *San Francisco, Cal.*

"With Arcola it is like summer-time in every room."

—LEO BUTLER, *Noblesville, Ind.*

"Our house has no basement—yet with Arcola we are enjoying the comfort of hot-water heat."

—MRS H. B. HARTZELL, *Lincoln, Neb.*

"House always warm in any weather and we have nothing but praise for Arcola."

—H. A. JOHNSON, *Omaha, Neb.*

"We consider the Arcola Heating the best ever presented, for flats or for any modern house in any climate or any part of the country."

—EMIL G. DE RY, *San Francisco, Cal.*

"Arcola was a revelation to us in easy heating; especially in the short time that it took to get the whole house warm. We heat every corner of our house warm, with a nice summer heat, with less coal than we would use in one stove."

—R. B. JOHNSTON, *Oakland, Cal.*



TYPICAL IDEAL ARCOLA GARAGE
INSTALLATION



TYPICAL COMBINATION STORE AND FLAT
ARCOLA INSTALLATION



The Institute of Thermal Research

This is the largest heating laboratory in the world, completely equipped with experimental machinery and directed by scientists of long, practical experience.

The Institute is dedicated solely to the study of heat and the practical application of the principles developed, to the end that every heating product bearing the name "Ideal" or "American" will be worthy of the name.

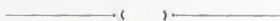
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List of American Radiator Company Branch Offices and Showrooms

ATLANTA, GA. 232 Peachtree Street	KANSAS CITY, MO 906 Davidson Bldg.
BALTIMORE, MD 1308 Lexington Building	MILWAUKEE, WIS 1801 St. Paul Avenue
BOSTON, MASS. 129 Federal Street	NEW YORK, N. Y. 40 West 40th Street
BUFFALO, N. Y. 404 Jackson Building	OMAHA, NEB. 413 South 10th Street
CHICAGO, ILL. 816 South Michigan Avenue	PHILADELPHIA, PA 25th & Reed Streets
CINCINNATI, OHIO 710-712 Gwynne Building	PITTSBURGH, PA. 337-339 Second Avenue
CLEVELAND, OHIO 509 Hanna Building	ST. LOUIS, MO 4201 Duncan Ave.
DENVER, COLO. 24th and Blake Streets	ST. PAUL, MINN. Prior and Minnehaha Aves.
DETROIT, MICH. Broadway & E. Grand River Avenue	SAN FRANCISCO, CAL. 2nd & Townsend Streets
INDIANAPOLIS, IND. 401 Pennway Building	SEATTLE, WASH. Utah & Holgate Streets
WASHINGTON, D. C. 1308 H Street, N. W.	

For Your Convenience

Fill in your name and address below and mail this sheet to your own local heating dealer. He will be pleased to call at your home, or place of business, measure it, and submit to you an estimate for completely installing this wonderful little hot water heating plant. It will pay you to do this now.



Dear Mr. Heating Contractor:

Please call at.....

.....
for the purpose of determining what size Arcola Heater with American Radiators would be necessary to serve my heating requirements, and submitting estimated cost for the installation.

Yours very truly,

.....

